

DUTY STATEMENT

1. POSITION INFORMATION	
Civil Service Classification Information Officer II	Working Title Communications Lead
Employee Name TBD	Position Number 799-103-5595-XXX
Project/Division Name Office of the California Surgeon General	Supervisor's Name Julie Rooney
Unit Click here to enter text.	Supervisor's Classification C.E.A A (Director of Communications)
Physical Work Location 1215 O St., 11 th Floor, Sacramento, CA 95814	Duties Based on: <input checked="" type="checkbox"/> Full Time <input type="checkbox"/> Part Time - Fraction Click here to enter text.
Effective Date July 1, 2021	
2. REQUIREMENTS OF POSITION	
<p>Check all that apply:</p> <div style="display: flex; justify-content: space-between;"> <div> <input checked="" type="checkbox"/> Conflict of Interest Filing (Form 700) Required <input type="checkbox"/> May be Required to Work in Multiple Locations </div> <div> <input type="checkbox"/> Requires Fingerprinting & Background Check <input type="checkbox"/> Other (<i>specify below in Description</i>) </div> </div> <p>Description of Position Requirements (e.g., the position may move from project to project upon business need, managing staff at an alternate location, graveyard/swing shift, frequent travel, etc.):</p> <p>Position may require frequent travel</p>	
3. DUTIES AND RESPONSIBILITIES OF POSITION	
<p>Under the general direction of the Communications Director (CEA A), Office of the Surgeon General (OSG), the Information Officer II (IO II) performs a wide array of complex oversight assignments related to developing, organizing, and evaluating the most complicated analytical tasks to support the OSG communications function.</p> <p>Incumbent uses new and traditional media to plan and execute proactive communications strategies for multiple audiences related to complex, technical and sensitive issues of the Office of the Surgeon General. The IO II must have an in-depth understanding of a variety of public health and movement building tools including coalition building, convening, strategic messaging, cross-sector collaboration and implementation science. The IO II may also perform as the OSG spokesperson.</p>	
Percentage of Duties	Essential Functions
35%	Implements a comprehensive statewide communications campaign on ACEs and toxic stress to raise awareness and disseminate messages on prevention and early intervention including message development, engaging strategic communication partners, and overseeing production of media for the public education campaign on ACEs and Toxic Stress. Consults with and advises OSG management on all aspects of the public education campaign. The IO II will perform complex professional and technical tasks associated with a comprehensive communications program to inform partner organizations and the public of the activities and the objectives of the Office of the Surgeon General. Incumbent produces public awareness campaigns to improve the health and well-being of Californians.
30%	Plans and executes proactive communications strategies for multiple audiences related to complex, technical and sensitive issues of the Office of the Surgeon General. Uses traditional and new media to communicate with constituents, including but not limited to social media, video, news releases, executive briefing papers, web copy, speeches, fact sheets and policy briefs. Maintains the talking points library to ensure accurate and consistent messaging in all communications. Shoots and produces video for social media. Manages and updates the Office's communications contracts, including the procurement process. Incumbent implements new and traditional media techniques to plan and execute proactive communications strategies for multiple audiences related to complex, technical and sensitive issues of the Office of the Surgeon General.

15%	Convenes a multi-agency/entity workgroup to align social media messaging, design, and cadence. Develops policies and procedures for social media content development and posting. Works with other External Affairs, public information, and department executives, to develop and maintain a comprehensive media database and constituent list for the OSG.
15%	Leads the development of an e-newsletter, including content creation, design and layout, and subscriber email management. Manages speaking requests for the Surgeon General, and responds to queries in the information and media mailboxes. Maintains the speaker database and produces a weekly speaker request report. Manages all aspects of speaking engagements, including coordinating with the requesting organization, preparing a presentation and talking points, and briefing the Surgeon General.
5%	Provides basic website (osg.ca.gov) updates as needed. Completes other duties as appropriate for the Information Officer II (IO II) classification and performs to the extent required any or all the typical tasks of an Information Officer I.

4. WORK ENVIRONMENT *(Choose all that apply from the drop-down menus)*

Standing: Infrequent (7-12%)	Sitting: Frequent (51-75%)
Walking: Occasional (13-25%)	Temperature: Temperature Controlled Office Environment
Lighting: Artificial Lighting	Pushing/Pulling: Not Applicable
Lifting: 1-25% of the time	Bending/Stooping: Not Applicable
Other: Click here to enter text.	
Type of Environment: a. N/A b. N/A	
Interaction with Public: a. N/A b. N/A c. N/A.	

5. SUPERVISION

N/A

6. SIGNATURES

Employee's Statement:
 I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Duty Statement and can perform the duties outlined above without a Reasonable Accommodation.

Employee's Name (Print)

Employee's Signature

Date

Supervisor's Statement:
 I have reviewed the duties and responsibilities of this position and have provided a copy of the Duty Statement to the Employee.

Supervisor's Name (Print)

Supervisor's Signature

Date

7. HRD USE ONLY

Human Resources Division Approval

<input checked="" type="checkbox"/> Duties meet class specification and allocation guidelines. <input type="checkbox"/> Exceptional allocation, 625 on file.	HR Analyst initials	Date approved

Reasonable Accommodation Unit use ONLY *(completed after appointment, if needed)*

 * If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation form and submit to Human Resource Division (HRD), Reasonable Accommodation Coordinator.

List any Reasonable Accommodations Made:

Click here to enter text.

**** AFTER SIGNATURES ARE OBTAINED:**

- **SEND THE ORIGINAL DUTY STATEMENT TO HRD TO FILE IN THE EMPLOYEE'S OFFICIAL PERSONNEL FILE (OPF)**
- **PROVIDE A COPY TO THE EMPLOYEE/FILE A COPY IN THE SUPERVISOR'S DROP FILE**